
3 - 6 Spring Place
Spring Place Ltd

Statement of Community
Involvement

London Communications
Agency

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 LONDON
COMMUNICATIONS
AGENCY

Berkshire House,
168-173 High Holborn
London WC1V 7AA

lca@londoncommunications.co.uk
www.londoncommunications.co.uk/

Telephone
+44 (0)20 76128480

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SECTION 1: INTRODUCTION

This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Spring Place Limited (the Applicant).

The SCI forms part of the material supporting the planning application for the 3-6 Spring Place development. It demonstrates that a thorough approach has been taken to consultation.

The report summarises the context and history of consultation around the proposals for 3-6 Spring Place, outlines the consultation strategy, activities and engagement with stakeholders and the media, the feedback received and the Applicant's response to this feedback.

The SCI is in accordance with London Borough of Camden's (LBC) own Revised Statement of Community Involvement guidance (April 2016) and the Applicant has taken the advice of the Council before commencing the consultation programme.

The SCI also reflects the principles for consultation in the Localism Act (November 2011) and in the National Planning Policy Framework (March 2012). The Applicant has fully considered the comments received and has responded to them in the SCI.



SECTION 2: EXECUTIVE SUMMARY

- This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Brockton Capital (the Applicant). (*Section 1*)
- It forms part of the supporting material for the planning application for the 3-6 Spring Place development, demonstrating that a thorough approach has been taken to consultation. (*Section 3*)

Consultation

- The Applicant has undertaken consultation activity ahead of submitting the application for 3-6 Spring Place, which built on a three-pronged consultation strategy:
 - Phase 1: Offering meetings and briefings to ward councillors, local businesses and resident groups
 - Phase 2: A public exhibition
 - Phase 3: Follow-up meetings and updates for interested stakeholders
- The approach to consultation began by offering to meet with key local groups, ward councillors businesses and stakeholders, all with an interest in the future of 3-6 Spring Place. This comprised representatives from Kentish Town Neighbourhood Forum (KTNF) and Inkerman Area Residents Association (and Conservation Area). (*Section 3*)
- Following on from these initial meetings, further meetings were offered to and briefings sent to representatives from more local groups (full list available in Section 3), so as to engage a broader cross-section of interested stakeholders. (*Section 3*)
- Pre-application consultation was then opened up to the wider public, with two days of public exhibitions in July 2016 in a studio in a local venue, Spring Studios. These were fully-staffed, publicised locally and with explanatory materials about the development proposals. (*Section 3*)
- The exhibitions, staffed by members of the consultation team at all times, were designed to be informative, engaging and to clearly explain the context for the proposals and the indicative details of the development. A suite of tailored exhibition materials was produced for the public exhibitions including large-scale display boards and a model of the proposed development. (*Section 3*)
- A broad variety of channels were employed to promote the pre-application consultation and the public exhibition in order to maximise engagement with local communities. These exhibitions were promoted via letters to key stakeholders, residents' groups and local politicians, a flyer distribution to more than 1,000 local households and businesses, as well as mentions in newsletters of residents' associations. (*Section 3*)
- A specially designed 3-6 Spring Place website featured information about when and where the exhibitions were taking place. Once the exhibition started the website was updated to contain all exhibition materials plus an online comments form. (*Section 3*)
- To enable as many people as possible to contact the consultation team and comment on the proposals, a wide range of feedback mechanisms were developed:



- Comments cards completed and returned at the exhibitions
 - Comments cards taken away and returned via freepost or via email
 - Comments sent in via email – 3-6springplace@londoncommunications.co.uk
 - Dedicated phonenumber – 0207 291 1501 (*Section 4*)
- In addition, feedback has been recorded from the meetings that the Applicant has organised with various stakeholders during the consultation process.

Feedback

- The exhibition was attended by 53 people, over two days. Many more visited the consultation website: 477 site visits by 290 unique visitors between Wednesday 27 July and Friday 9 September, with additional people signing up to receive updates about the project.
- In total, 51 people responded formally to the consultation. (*Section 5*)
 - 25 people submitted feedback through the comments card provided at the exhibition (24 submitted directly to the consultation team and one sent through freepost).
 - One person called ahead of the exhibition (in response to our initial mail out) to ask for more information about the office space offer. Three more people called after the exhibition and asked for further information and for the plans to be sent through the post.
 - Four people signed up for updates using the website and/or the sign-up sheets provided at the exhibition.
 - Six people sent emails directly to the consultation team.
 - 12 people took part in specially organised site tours and VIP presentations both ahead and after the exhibition and gave verbal feedback directly to the development team.
- A significant part of the consultation around the proposals also included a number of individual meetings and conversations with local councillors, civic groups, and relevant local stakeholders. (*Section 5*)
- The feedback was broadly positive, with the majority of respondents welcoming the proposals and generally assessing that the proposed development would be an improvement for the area.
- After the public exhibition the Applicant went back to the local groups that were consulted at the start of the process, as well as the wider public, to explain the feedback collected during consultation. The project website was updated and an email sent to those who had requested to be kept up-to-date. (*Section 5*)

Design response

- As a result of feedback from local communities a series of detailed design changes were made ahead of submission. The details were shared publicly via email and project website updates. (*Section 6*)



These changes comprise:

- **The Yard** – The Applicant has amended the initial proposals to improve permeability and pedestrian movement as well as the activation of frontages along Grafton Road which is currently largely blank, through the introduction of a courtyard. The area previously occupied by the substation and ancillary space has now been redesigned to provide a secondary entrance from Grafton Road and an external courtyard with public access during working hours, with potential retail use such as a food/drinks offer, which the public can access. The internal longitudinal courtyard is now linked to the Grafton Road entrance and with direct access to the core of the scheme, making it the central spine of the building. For more details, please refer to the relevant section of the Design and Access Statement.
- **Revised ground floor layout** – The Applicant has amended the ground floor layout of the proposed building to include a courtyard (as detailed above). A central area has been created to provide access from Spring Place via the main entrance and from Grafton Road via the new proposed courtyard and in addition, direct access to the basement for bikes has been incorporated. The event and flexible space has also been maximised creating a more meaningful space and a more generous connection with the arches. For more details, please refer to the relevant section of the Design and Access Statement.
- **Flank wall to Spring Place** – The treatment of the party wall composing part of the Southern elevation raised some questions with individuals within the local groups, who seemed concerned about the “blank” design. Several options for the architectural treatment of the party wall were discussed during the Design Review Panel and with officers at Camden Council, including providing greenery on the wall, but it was felt that a carefully detailed brick elevation would be both more appropriate and more durable. Following a second meeting with local groups this option was further developed, with the textured blank openings on the facade now becoming windows, to further activate the façade. Green climbing plants can also be trained up the façade from the adjacent terrace, to add texture and interest. For more details, please refer to the relevant section of the Design and Access Statement.
- **Green terraces** – The roof areas have been further developed in response to support for the provision of additional greenery on the roof of the proposed building. The development team have agreed to planting on the two roof terraces – which will be visible from the street – as well as on the main elevation of the building in the form of window boxes. The two roof terraces will present a mix of hard paving and vegetation, maximising the opportunity for greenery, in addition to PVs within the flat roof of the eastern building and rooflights to the West area where the event space is located. For more details, please refer to the relevant section of the Design and Access Statement.
- The Applicant’s responses to questions and concerns during the public exhibition have been summarised in *Section 6*.
- Now that an application has been submitted, the Applicant will continue to keep local communities updated on progress using the email group.



SECTION 3: CONSULTATION STRATEGY AND DELIVERY

The overall aims of the consultation were to ensure the views of local communities were considered in the emerging proposals and that their experience and knowledge could help shape and improve the plans overall.

The site sits within the Kentish Town Neighbourhood Plan (KTNP) area which was approved for adoption in June 2016. It is also located close to two conservation areas; the Inkerman Conservation Area and the West Kentish Town Conservation Area. Therefore, the Applicant proactively sought meetings with the Kentish Town Neighbourhood Forum and the Inkerman Area Residents Association.

The building is currently used as a service garage for taxi operator, Addison Lee, which will be moving its operation at the end of this year to a purpose-built facility. With this in mind the Applicant proactively sought meetings with neighbouring businesses, many of which could benefit from the proposals.

The approach was informed by the LBC guidance for involving the public in developers' proposals. While we were advised by Camden planning officers that the scheme was not considered of sufficient scale to warrant a Development Management Forum (DMF) or a Developer's Briefing (DB), a robust three stage consultation process was developed which centred on a well-publicised public exhibition held in close proximity to the proposed development site. Alongside this the Applicant also held an on-going series of meetings, briefings and presentations throughout the process.

The Applicant developed a three stage approach for this consultation.

1. Initial stakeholder engagement (June – July 2016)

- Offering meetings and briefings to key representatives of local groups as well as LBC officers and politicians to discuss the emerging vision and the consultation strategy.

2. Public Exhibition (27-30 July 2016)

- Public exhibition in Spring Studios showing indicative designs and CGIs of a possible scheme.
- Further emails and materials sent to individuals and groups as requested during public exhibition.

3. Presentation of final proposals before submission (August – September 2016)

- Follow up engagement with key representatives of local groups and the wider public to the respond to feedback
- Presenting the changes to plans and the final proposals before the planning application is submitted.



The consultation activity for each stage is outlined below.

Stage 1 - Initial stakeholder engagement (June – July 2016)

This section details the engagement with stakeholders during the consultation and includes statutory and non-statutory engagement.

On 5 July the Applicant wrote to all stakeholders listed in Appendix A to inform them of the proposals, to offer a meeting to provide further background and to notify them of the public exhibition taking place. A copy of this stakeholder letter is included in Appendix B.

These meetings were held predominantly to ensure that all key stakeholders and partners were fully briefed about the emerging proposals and had an opportunity to raise any questions or concerns through the most appropriate channels. Often these stakeholders were also able to give detailed and constructive feedback on the emerging proposals, which has been very useful as the plans have developed and many comments have been incorporated.

Most of the meetings in the log were attended by Andy McIntyre and Charles Tutt on behalf of the Applicant and in some cases he was supported by others including the architects Piercy & Company, London Communications Agency and the planning consultants, DP9.

Meetings and engagement log

Date	Meeting	Subject
Ongoing	Addison Lee	Ongoing discussions and conversation via phone and email regarding plans and timeline.
7 June 2016	LBC	Pre-app meeting 1
27 June 2016	Engagement with Cllr Theo Blackwell via email	Setting out context of proposal and offering a meeting
5 July 2016	All key stakeholders	Letter sent to all stakeholders listed in Appendix A, including ward councillors, resident groups and local businesses, setting out context of proposal and offering a meeting
18 July 2016	LBC	Pre-app meeting 2
22 July 2016	LBC – Design Review Panel	Reviewing the Council's views on the scheme, design, proposed uses, form and massing as well as issues relating to public movement and traffic.



22 July 2016	KTNF	Site tour and preview of proposed plans
22 July 2016	IARA	Site tour and preview of proposed plans

Stage 2- Public Exhibition (27-30 July 2016)

Over the course of the pre-application consultation period the project team organised, publicised and staffed two days of public exhibitions in the local area. These exhibitions presented the proposals using large-scale (A1) exhibition boards and invited feedback, both verbal and written from attendees.

The location of the venue for the public exhibition, Spring Studios, 10 Spring Place was chosen in order to ensure good access to the site.

The exhibition was held on a weekday (including late opening) and a Saturday. This was undertaken in order to maximise attendance and ensure the public had a number of opportunities on different days and times to view the proposals.

A detailed schedule and summary of the exhibition is provided below:

- Wednesday 27 July – 4pm to 8pm
- Saturday 30 July – 12am to 4pm

a. Staffing the events

A staffing rota was devised to ensure that each exhibition was staffed by between four and six representatives of the project team at all times. The rota was made up of people from the following organisations:

- Spring Place Limited (The Applicant)
- DP9 (Planning Consultants)
- Piercy & Company (Architects)
- London Communications Agency (Public Consultation and Communications)

Having a range of staff from multiple disciplines and a constant presence from the project team at each exhibition ensured that many specific issues about the proposals could be addressed directly at the events themselves. If an issue or question was raised that could not be answered at the time, contact details were noted and a response was issued via email, phone or post.

b. Promoting and publicising the public exhibition

A broad variety of channels were employed to promote the pre-application consultation and public exhibitions in order to maximise engagement with local communities.



- Direct letters and emails

An extensive database of key groups was created and used to inform and update different audiences about the consultation process via emails and letters.

On 5 July, 50 individual letters and emails were sent to ward councillors, residents' associations, community groups, local businesses and education providers, advising them of the development and of the consultation. Immediate neighbours and key stakeholders, which were individuals from the groups identified as having relevant knowledge and expertise on the emerging proposals, were also offered the possibility to arrange a separate meeting with the project team.

A list of all those contacted is included at Appendix A and a copy of the stakeholder letter is included at Appendix B. Additional letters and emails sent to local stakeholders, informing them of the project and exhibition are included at Appendix C.

- Consultation flyer

To publicise the exhibitions to local people, 1,200 flyers (Appendix D) were distributed to homes and businesses in the local area on 15 July. The flyer distribution area is included in Appendix E. The flyer introduced the consultation, full details of where the exhibition would be held and contact details for the consultation team including phone number, freepost address, email address and website.

- Local groups advertising

In advance of the exhibitions, the consultation team sent the flyer and additional briefing materials to the three residents' organisations closest to the site (Kentish Town Neighbourhood Forum, Inkerman Area Residents Association and Cressfield & Woodyard TRA), to be distributed among their members via their regular community e-newsletters.

- Consultation website

A specially designed www.3-6springplace.co.uk website was set up for the start of consultation. The website included information about when and where the exhibitions were taking place, as well as the function for people to register for further updates.

Once the public exhibition opened on 27 July 2016 the website was updated to contain all the exhibition materials plus contact details for getting in touch with the project team. This provided an opportunity for consultees who were unable to physically visit the exhibition to review information about the proposals in the same level of detail and be able to comment on the scheme. The website is presented at Appendix F.

c. Exhibition materials

The exhibition content was designed to be informative, engaging and clearly explain the context for the proposals and the indicative plans for the 3-6 Spring Place scheme proposed by the project team. A suite of tailored exhibition materials was produced for the public exhibitions. This comprised:



- Exhibition displays

The large display boards were professionally designed, written in clear and concise English and made good use of photography, maps and diagrams and computer generated illustrations to explain the proposals. Once the exhibitions had started, the full displays were placed on the consultation website – www.3-6springplace.co.uk. A copy of the exhibition panels is included at Appendix G.

The exhibition boards covered the following topics:

Panel 1: Welcome and meet the team

- An introduction to the exhibition and the team, including pictures of recent similar schemes delivered by the Applicant and designed by architects Piercy & Company;
- Details of the consultation website.

Panel 2: Site and context

- Description and images of the site currently (aerial view and pictures from inside the servicing garage);
- Details about local context and Kentish Town Neighbourhood Plan priorities;
- Overview of proposals and how they reflect the aspirations set out in the neighbourhood plan and local planning policies;
- Plans and images of proposed street elevations to demonstrate the comparative heights of neighbouring building surround context.

Panel 3: Key design principles

- Outline of the five key design principles, which also respond to the aspirations of the Kentish Town Neighbourhood Plan (KTNP);
- Images exemplifying the different types of proposed working space;
- Diagram of the ground floor activation area, including frontages and servicing;
- More pictures of the site in its current use, emphasizing the unactivated streetscape along Spring Place.

Panel 4: Our proposals

- Overview of the proposals for 3-6 Spring Place and the key benefits for local communities;
- A diagram of the ground floor uses, including the proposed café and amenity space;
- The improved view from the overground railway line.

Panel 5: Massing and height

- Proposed height and massing in the local context;
- A series of commissioned views from different locations in the neighbouring area, illustrating the minimal impact on existing views.



Panel 6: Materials

- Details of different proposed materials, including images of other buildings using similar textures;
- View of the proposed development from Spring Place.

Panel 7: Flexible and contemporary employment space

- Details on local supply and demand for office space;
- Details on proposed employment space offer, including images of interior café, events space and internal courtyard;
- View of improved public space at the entrance from Spring Place.

Panel 8: Servicing and sustainability

- Information on environmental and sustainability performance for the development and technology used on the site, including BRE Environmental Assessment Method (BREEAM);
- Details regarding the anticipated servicing arrangements, as well as traffic and transport improvement and impact;
- Diagrams illustrating servicing strategy and local transport links.

Panel 9: Feedback and next steps

- An infographic of the main benefits to local communities;
- The anticipated project timeline;
- The available methods of feeding back to the project team and contact details.

- Model

The exhibition featured a scale model of the proposed development and the immediate surrounding areas, so as to better visualise the changes proposed for the area and the way the project would blend with the neighbouring buildings. A picture of the model is included at Appendix H, together with photos from the public exhibition events at Appendix I.

- Comments card

To enable as many people as possible to comment on the proposals different feedback mechanisms were introduced. These comprised a comments card (which could be returned at the exhibition or sent back via a freepost address), online feedback (via website or email) and a dedicated phone line. Moreover, respondents could choose to be updated with news on 3-6 Spring Place by ticking a box on the comments card. A copy of the comments card is included at Appendix J.



Stage 3 - Presentation of final proposals before submission (August – September 2016)

Post-public exhibition, consultation activity focused on following up with key stakeholders and those with a special interest in the proposals, in order to help refine the final designs before they were submitted as part of the planning application.

The scheme was also featured in the local press, which reached a wider audience than just the immediate neighbouring residential and business addresses. A copy of the article in the *Camden New Journal* introducing the scheme and feedback from key stakeholder groups is included at Appendix K.

The Applicant then informed the wider public of what feedback was received via updates to the website and via email direct to people who had requested information. This also included a note on the latest design changes.

Date	Stakeholder	Topics discussed
10 August 2016	Meeting with LBC Business Growth Officer	Presentation of proposals focussed on employment opportunities and flexibility of the proposed B1 use
23 August 2016	Collège Français Bilingue de Londres (CFBL)	Phone discussion on transport and construction traffic management plans
24 Aug 2016	IARA	Feedback from the public exhibition, proposed changes and next steps
24 Aug 2016	KTNF	Feedback from the public exhibition, proposed changes and next steps
25 Aug 2016	Spring House/Spring Studios	Presentation of revised plans, feedback from public consultation and discussing site boundary with both the owner of Spring House and the CEO of its sole occupier, Spring Studios.



SECTION 4: GATHERING FEEDBACK

During the consultation, people were asked for their views on the proposals for the redevelopment of 3-6 Spring Place and any other general comments about the site or the project they wished to make. Interested parties could provide their feedback via:

- The public exhibition by completing the comments card and posting it into the comments box provided.
- By completing the comments card and posting it to the freepost address.
- By emailing the 3-6 Spring Place team at 3-6springplace@londoncommunications.co.uk.
- By contacting the dedicated phonenumber: 0207 291 1501.

In addition, feedback has been recorded from the meetings that the Applicant has organised with various stakeholders during the consultation process – see *Section 3* for an overview of these meetings. The comments and issues raised during these meetings have been addressed within this document in *Section 5: Responding to Key Issues Raised During Consultation*.

Finally, the Applicant has also sought to record verbal feedback received over the course of the consultation particularly from conversations with the 50 (approximately) people who visited the public exhibitions. This type of feedback has been recorded anecdotally and on a note-taking basis and has been reflected in *Section 6* below on responses received.



SECTION 5: CONSULTATION RESPONSES

In total, 51 people responded formally to the consultation. Of these:

- 25 people submitted feedback through the comments card provided at the exhibition (24 submitted directly to the consultation team and one sent through freepost).
- One person called ahead of the exhibition (in response to our initial mail out) to ask for more information about the office space offer. Three more people called after the exhibition and asked for further information and for the plans to be sent through the post.
- Four people signed up for updates using the website and/or the sign-up sheets provided at the exhibition.
- Six people sent emails directly to the consultation team.
- 12 people took part in specially organised site tours and VIP presentations both ahead and after the exhibition and gave verbal feedback directly to the development team.

Moreover, many more visited the consultation website, where the proposals and exhibition boards are available to download or view online: 277 site visits by 194 unique visitors in the week of the exhibition and another 200 visits by 96 unique visitors in the period leading to submission. [as of figures on 9 September]

The feedback was broadly positive, with the majority of respondents welcoming the proposals, as per the sample comments below.

- *“Great scheme. I like the materials, the details. Sensible approach. Good massing. I think it would be an asset for the neighbourhood and potentially an anchor project for future developments.”* - (KTNF Committee member).
- *“Nice project with focus on Kentish Town industrial heritage. Very important for the community to get more creative industry in the area.”* - (NW5 resident).
- *“Fantastic what a super modern building. The present site desperately needs to be redeveloped. The traffic congestion is awful at this time. Please start asap.”* – (NW5 resident).
- *“Really exciting. Definitely welcome new food option. Plans look great. Good luck!”* – (Spring Studios employee).

In addition to generic positive feedback, a further 10 people felt that the development would bring a substantial improvement to the area.

- *“The new use for this neglected site is on the right track.”* (NW5 resident)
- *“A very intelligent proposal to make much needed better use of a scandalously underused site.”* (NW5 resident)
- *“The present site desperately needs to be redeveloped. The traffic congestion is awful at this time.”* (NW5 resident)
- *“Definitely an improvement on existing use.”* (NW5 resident)

In addition to positive feedback, a number of issues were raised through the consultation, as follows.



1. Design

The majority of comments on this issue were positive, complimenting the choice of materials and the general aspect of the building, although several respondents had concerns regarding the metal cladding used on the façade to Spring Place/Willes Road.

a. Positive comments about the design, complimenting the choice of materials and the general aspect of the building

- *“It’s wonderful to see the attention paid to what’s here already and some of the history of the building i.e. the railway arches.”*
- *“Really like use of arches with open space + mix of façade materials.”*
- *“A welcome investment of rich materials to replace a very ugly existing street scene.”*

b. Concerns about materials used

- *“Only reservation is that I don’t much like the metal cladding.”*
- *“The metallic finish, particularly facing south down Spring Place/Willes Road, is in your face and not in sympathy with the surrounding buildings – very mixed and different in materials as they may be.”*

c. Concerns about site permeability

- *“Currently the area lack permeability and pedestrian movement in the east-west direction is obstructed.”*

2. Office and employment space

The employment offer and the creation of office space was very well received by all respondents to the public consultation, who saw the benefits this would bring to the local area. Several residents expressed their support for the development providing affordable space for local start-ups and SMEs and the consultation team received expressions of interest from two local stakeholders/businesses who wished to take up part of the proposed space. There was a limited number of comments expressing concern regarding the potential loss of light industrial space in the area and one suggestion for opening up the first floor to the local community, as well as a couple of questions regarding the internal layout of the offices.

a. Comments expressing support for job creation

- *“The creation of good jobs is excellent.”*
- *“Very interesting proposals which, if successful would benefit the area by providing flexible employment space.”*

b. Comments expressing support for providing affordable space for local start-ups and SMEs

- *“A good concept, hope it will be used for local people and help start-ups and small enterprises.”*
- *“The provision of SME space is to be applauded.”*
- *“Hope space will be affordable for start-ups.”*

c. Questions about the layout of the offices

- *“Will it be an open office space (desks) or are you looking into having separated areas (that could be locked)?”*
- *“My concern also is for the users - will they experience enough headroom or feel cramped. It would be a shame to compromise the internal space.”*



d. Loss of industrial space

- *“The loss of industrial space is a shame as there would be an opportunity to retain that in the ground floor.”*
- *“Light industrial (B2) is an issue locally.”*

e. Suggestion on opening first floor

- *“I think that the first floor can be more open for the neighbours, promoting a mix of activities and dynamic flows.”*

3. Height & Massing

Views regarding the proposed height and massing were broadly positive during the public consultation for this development. While the majority of respondents and residents were content with the proposed six storey height (with several people suggesting the building could be taller and/or encompass neighbouring sites), there were some respondents who were concerned with the height in relation to the surrounding buildings, as well as regarding its potential impact on views to Hampstead Heath.

a. Comments expressing contentment with the proposed height, or suggesting the scheme could be taller:

- *“Relieved to see it does not dwarf all around it and tries to be reflective of local area and buildings. A good concept, hope it will be used for local people and help start-ups and small enterprises.”*
- *“If only it could be higher and include the neighbouring site which is also ripe for redevelopment.”*

b. Concerns about height:

- *“In principle it looks like an interesting development but I feel it should be scaled to fit in with the houses and school at the end of Willes Road so at 3 Spring Place be no taller than four floors.”*

c. Concerns that residents’ views of Hampstead Heath will be affected by the development:

- *“On a more personal level, my wife and my concerns relate to the effect of the proposed build on the light and view from our 3rd floor apartment (facing North towards the site). We specifically purchased a 3rd floor flat in this development 3 1/2 years ago because of the relatively uninterrupted views north towards the green of Hampstead and Highgate.”*

4. Café – public space

Plans for the café and the proposed public space were met with unanimous approval by respondents, who welcomed both the additional food option to the businesses area as well as the fact that the café would be open to the local residents and community.

a. Comments welcoming the additional amenity

- *“Really exciting. Definitely welcome new food option.”*
- *“I think the space would bring a much needed working area to the neighbourhood and some international working/eating options for the local media companies.”*
- *“Excellent! Good luck! Great public access!”*

5. Traffic/Parking

The replacement of the servicing garage (a source of intense traffic in the area) with a car free development was welcomed by respondents to the public consultation, who saw this as an



improvement on the levels of air and noise pollution in the area. Concerns were raised however regarding the impact on local traffic of the additional 400 employees the development would host. Additional questions were asked regarding traffic calming measures and construction access routes, as well as impact on neighbouring businesses, schools and residential properties. Conversations held with residents and key local stakeholders also raised the issue of permeability onto and through the development.

a. Comments in support of the proposed development as an alternative to the servicing garage which is impacting on traffic

- *“The present site desperately needs to be redeveloped. The traffic congestion is awful at this time. Please start asap.”*

b. Concerns about impact on traffic

- *“My second concern is the parking element. It would be great to encourage a culture of eco-friendliness.”*
- *“I feel that up to 400 additional workers in the area would be very hard to sustain from a transportation and environmental point of view.”*

6. Greenery

The proposed greenery and landscaping was met with general approval, with additional suggestions for provision of greenery on roof terraces or on the party wall facing the current Autograph building on Spring Place.

a. Positive comments about the provision of greenery

- *“I liked the emphasis on material, textures on the building and the green space elements.”*

b. Comments expressing support for additional greenery on the roof

- *“Would be great if green space on the roof will get approved.”*
- *“Would be nice to have some greenery on the roof.”*

c. Suggestion for provision of greenery on party wall

- *“In its present form, this blank wall will loom over the neighbourhood and we can see no reason why, as well as being reduced in height, it should not have some windows (as well as some planting, as suggested at the presentation).”*

7. Others

- Consultation – Positive comments regarding the public consultation process and engagement with local community
- Sustainability standards – One local employee submitted an enquiry regarding the sustainability standards and accreditation for the development.
- Heritage – The consultation team received a suggestion to create a space exhibiting the history of the original building, either as part of the design/narrative of the building, or as a separate exhibition within the development.



SECTION 6: RESPONDING TO KEY ISSUES RAISED THROUGH CONSULTATION

The project team responded directly, where possible, to all of the individuals who had specific questions in their comments or raised detailed issues. The table below sets out the project team's response to the issues and concerns set out in *Section 5* above and it reflects the further consultation that took place after the exhibition.

The Applicant's response reflects the issues raised in the previous section (Section 5), although comments concerning similar themes have been grouped together to avoid repetition. Furthermore, we have only included the questions/concerns in this section and not the positive comments outlined in the previous section.

The section also includes responses to verbal comments or questions registered by the Applicant and the consultation team during stakeholder meetings, briefings and the public exhibition event.

- **Design and materials**

Comment summary	The Applicant's response
A preference for greater use brickwork rather than the metal fins	<p>Our proposals are for a more traditional brick building as viewed from the Inkerman Conservation Area, with metal fins as viewed from the railway bridge to reflect the industrial character.</p> <ul style="list-style-type: none">• The brick will be of a similar tone and pallet to the London Stock that is used in neighbouring buildings, so that it reflects the character of the local area.• The metal cladding was introduced to give the building a lighter feel (all brick would have been perceived as too bulky) and it adds a contemporary element to an otherwise classic design. <p>The proposed brickwork and metal cladding have been very well received by planning officers at Camden Council and the Design Review Panel, as well as by the majority of respondents to the public consultation, therefore the Applicant does not propose any alteration to the materials used in the proposals.</p>

- **Office and employment space**

Comment summary	The Applicant's response
The development should provide affordable space for local start-ups and SMEs	<p>We are proposing the provision of flexible and modern employment space with the potential to accommodate anything from co-working facilities for SME creative industries and start-ups, to larger employers looking for office space in the area.</p> <p>It is the Applicant's intention that the space will be used as flexible office space with a combination of workplace and supporting facilities with easy in-out contractual conditions (including short term leases). This could provide a cost effective, flexible, accessible and collaborative work environment as a true alternative to traditional office occupation.</p>



<p>Concern about potential loss of light industrial space in the area</p>	<p>The proposed site itself is not within the designated local industrial area, therefore we feel that our proposals will deliver something that responds better to the local context, which is largely residential. Moreover, in our pre-app discussions, Camden Council officers have supported our proposals in principle, which are policy compliant in the approach to loss of use.</p> <p>The proposed plans also envisage a significant increase in jobs from c. 30-40 jobs currently to around a potential for 600 new jobs.</p> <p>Furthermore, there would be potential to provide flexible space for light industrial use (class B1(c)) should interest be expressed locally. (Please see planning statement for more details.)</p>
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- **Height and massing**

Comment summary	The Applicant's response
<p>Concern about the development being too tall or bulky in relation to neighbouring buildings</p>	<p>As the surrounding buildings vary from three to seven storeys in height we believe that six storeys is an appropriate height and is in keeping with the surrounding context and the neighbouring area. The proposals have been articulated in a way to respond to the townscape, views and adjacent buildings.</p> <p>The proposed height has been broadly accepted by residents and local groups and stakeholders, including planning officers at Camden Council and the Design Review Panel. However, we understand that certain respondents may have different views on the matter.</p> <p>At its tallest, on the east side of the railway line, the proposed development would be six storeys. This would come down to two storeys at the other side of the railway line and one storey on Grafton Road.</p> <p>Special importance has been given to the way the massing is articulated towards the South, and how the bulk of the building will be perceived from the neighbouring areas. The proposal descends from six to five levels towards the South, and the size of the South elevation has been further reduced by an inset terrace on the western side adjacent to the railway line.</p> <p>Furthermore, to break down the volume in the façade, we have proposed a pitched roof, or a 'sawtooth' profile, which reduces the perceived massing of the building to only five storeys as viewed from the Inkerman Conservation Area and which was welcomed by Camden Council.</p> <p>The two interlocking facade materials reduce the apparent scale of the building from Spring Place, the changing combinations of textured brick and fluted metal creating a series of smaller frontages along the street.</p>

- **Traffic/Parking/Permeability**

Comment summary	The Applicant's response
Concern about impact on traffic from additional 600 employees working in the proposed development	<p>Following the removal of the Addison Lee garage, which currently occupies the site, the proposals will result in a significant reduction of vehicular trips along Spring Place and the surrounding road network throughout the day and especially during the evenings.</p> <p>We estimate that the current 300 vehicular trips a day will be reduced to approximately 68 vehicular trips which would mainly consist of deliveries and staff being dropped-off/picked-up by cars and taxis.</p>
Concern about permeability onto and through site	<p>The Applicant has amended the initial proposals to improve permeability and pedestrian movement as well as the activation of frontages along Grafton Road which is currently largely blank, through the introduction of a courtyard.</p> <p>The area previously occupied by the substation and ancillary space has now been redesigned to provide a secondary entrance from Grafton Road and an external courtyard with public access during working hours, with potential retail use such as a food/drinks offer. The internal longitudinal courtyard is now linked to the Grafton Road entrance and with direct access to the core of the scheme, making it the central spine of the building.</p>
Question regarding traffic calming measures	<p>We are looking into how some of the S.106 or CIL money can be channelled to calming traffic measures locally, however the decision is at the discretion of the local authority. The applicant has no objection to using some of these funds to support mechanisms that would improve traffic conditions locally and we understand that the Kentish Town Neighbourhood Forum also has the authority to manage a proportion of the CIL money for this purpose.</p>
Question regarding construction access routes and impact on neighbouring area	<p>The approach to construction on site is to be discussed with the Council in due course, however, we would envisage a construction management plan in place to minimise the impact on local residents, visitors and those travelling through the area.</p> <p>Given the large number of conservation areas in the local vicinity, there is no realistic route to the site which could avoid them and the numerous local schools. Our draft plan, which we have offered briefings on to key local groups and the neighbouring school, outlined our preferred route for construction traffic coming via Kentish Town Road, Prince of Wales Road and Grafton Road up to Spring Place, exiting via Holmes Road.</p> <p>The reasoning behind this route is as follows:</p> <ul style="list-style-type: none"> • The A400 (Kentish Town Road) is part of the strategic Road Network (SRN), which is best suited for routing large vehicles into this area of London. • Whilst Grafton Road passes through a conservation area, the road is fairly straight and wide, allowing construction vehicles to access the site



	<p>directly whilst avoiding any of the local schools and at the same time minimising the number of residential properties affected.</p> <ul style="list-style-type: none"> • Vehicles arrive and wait in holding area in Athlone Road, before reversing into Spring Place with the assistance of traffic marshalls at the Spring Place/Holmes Road junction. • When construction vehicles are leaving the site they will turn left from Spring Place into Holmes Road avoiding the conservation area and taking the most direct route back to the SRN. • Whilst this passes two schools, it would appear that only one of them (St Patrick’s Catholic Primary School) has a main access onto the road being used by the construction vehicles, and in this instance the vehicles are travelling on the opposite side of the road to the school. It should also be noted that the council are likely to restrict the times of vehicles to avoid the school start and end times and children should not be outside at lunchtime due to the age of the pupils. <p>The Construction Traffic Management Plan (CTMP) also investigates an additional loading area on Grafton Road adjacent to the development. This is aimed at alleviating pressure on the Spring Place construction loading area and reducing the number of vehicles reversing along Spring Place. The loading bay will be able to accommodate vehicles up to 8m in length.</p>
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- **Greenery**

Comment summary	The Applicant’s response
Support for additional greenery on the roof terrace	<p>The roof areas have been reassessed in response to support for the provision of additional greenery on the external amenity areas of the proposed building. The development team have agreed to planting on the two roof terraces proposed on the East block – which will be visible from the street - as well as on the main elevation of the building in the form of window boxes and on the new courtyard on Grafton Road.</p> <p>The two roof terraces will present a mix of hard paving and vegetation, maximising the opportunity for greenery.</p>
Suggestion to provide greenery on the Flank wall to Spring Place	<p>This issue was first mentioned in early meetings with local groups, who were concerned with the perceived ‘blank’ design of the party wall. Several options were discussed during the Design Review Panel and with officers at Camden Council, including providing greenery on the south gable elevation, but it was felt that a carefully detailed brick elevation would be both more appropriate and more durable.</p> <p>Following a second meeting with local groups, this option was further developed, with the textured blank openings on the facade now becoming windows, to further activate and break up the façade.</p>

- Others

Comment summary	The Applicant's response
Question regarding the sustainability standards and accreditation for the development	<p>The team is keen to demonstrate environmental and social responsibility by delivering a scheme with good 'green' credentials and a high level of sustainability performance.</p> <p>Our objectives are to:</p> <ul style="list-style-type: none"> • Achieve a BREEAM New Construction 2014 'Excellent' rating; (The BRE Environmental Assessment Method (BREEAM) was created as a cost-effective means of bringing sustainable value to development. It helps investors, developers, design and construction teams and occupiers to use natural resources more efficiently by ensuring sustainability best practices are in place for the development.) • Apply best practice construction site management procedures; • Target exemplary performance under the Considerate Constructors Scheme <p>Moreover, in terms of renewable energy or energy saving, we intend to demonstrate a systematic approach to the energy strategy for the site applying the Energy Hierarchy (Be Lean, Be Clean, Be Green) methodology in accordance GLA Energy Team' 'Energy Planning' Guidance Note, March 2016. Presently it is anticipated that enhanced building fabric performance and building services efficiencies, along with PV technologies will be the primary energy saving and renewable energy generation technologies.</p>

In summary, from the very start of the consultation process the Applicant has responded to feedback from the community as the designs emerged for 3-6 Spring Place.

As a result of early meetings with community groups ahead of the public exhibitions, as well as later on, through the feedback on the comments cards returned from the public exhibition, the Applicant made several design amendments to the proposed development to address the arising issues. These amendments were also later refined through a series of further conversations with local consultees.

The main changes to the scheme as a result of consultation have been:

- **The Yard** – The Applicant has amended the initial proposals to improve permeability and pedestrian movement as well as the activation of frontages along Grafton Road which is currently largely blank, through the introduction of a courtyard. The area previously occupied by the substation and ancillary space has now been redesigned to provide a secondary entrance from Grafton Road and an external courtyard with public access during working hours, with potential retail use such as a food/drinks offer, which the public can access. The internal longitudinal courtyard is now linked to the Grafton Road entrance and with direct access to the core of the scheme, making it the central spine of the building. For more details, please refer to the relevant section of the Design and Access Statement.
- **Revised ground floor layout** – The Applicant has amended the ground floor layout of the proposed building to include a courtyard (as detailed above). A central area has been created to provide access from Spring Place via the main entrance and from Grafton Road via the new



proposed courtyard and in addition, direct access to the basement for bikes has been incorporated. The event and flexible space has also been maximised creating a more meaningful space and a more generous connection with the arches. For more details, please refer to the relevant section of the Design and Access Statement.

- **Flink wall to Spring Place** – The treatment of the party wall composing part of the Southern elevation raised some questions with individuals within the local groups, who seemed concerned about the “blank” design. Several options for the architectural treatment of the party wall were discussed during the Design Review Panel and with officers at Camden Council, including providing greenery on the wall, but it was felt that a carefully detailed brick elevation would be both more appropriate and more durable. Following a second meeting with local groups this option was further developed, with the textured blank openings on the facade now becoming windows, to further activate the facade. Green climbing plants can also be trained up the façade from the adjacent terrace, to add texture and interest. For more details, please refer to the relevant section of the Design and Access Statement.

- **Green terraces** – The roof areas have been further developed in response to support for the provision of additional greenery on the roof of the proposed building. The development team have agreed to planting on the two roof terraces – which will be visible from the street – as well as on the main elevation of the building in the form of window boxes. The two roof terraces will present a mix of hard paving and vegetation, maximising the opportunity for greenery, in addition to PVs within the flat roof of the eastern building and rooflights to the West area where the event space is located. For more details, please refer to the relevant section of the Design and Access Statement.



SECTION 7: NEXT STEPS

- The Applicant will continue to keep stakeholders and the local communities informed post application submission, with updates to the website and direct to those who submitted their email via this forum.
- Requests from local civic groups and residents organisations to attend meetings and provide verbal updates and presentation will also be considered.



SECTION 8: APPENDICES

- A. Stakeholders
- B. VIP stakeholder consultation invites
- C. Other key stakeholder letters and emails
- D. A5 consultation flyer
- E. Flyer distribution area map
- F. Consultation website
- G. Public exhibition displays, as shown on the consultation website
- H. Photos of the model, as shown at the public exhibition
- I. Exhibition photos
- J. Comments card
- K. Media coverage



A. Stakeholders

The following people, groups and organisations have been engaged with as part of the pre-application consultation process for 3-6 Spring Place.

1. Civic Groups

Residents Associations (and community groups in the local area):

- Kentish Town Neighbourhood Forum (KTNF)
- Inkerman Area Residents Association (and Conservation Area)
- Cressfield & Woodyard TRA
- Cressfield Close Recognised Tenants Association
- Cressfield Close Sheltered Housing
- Grafton (Area 16) TRA
- Rhyl Residents Area
- Gospel Oak (7 and 8) Tenants and Residents Association

Local schools and community centres

- Carlton Primary School
- Collège Français Bilingue de Londres (CFBL)
- CFBL Parents
- Baitul Aman Mosque
- Queens Crescent Library and Friends of Queens Crescent Library
- Talacre Community Sports Centre
- Kentish Town Sports Centre
- Kentish Town Community Organisation

2. LBC Councillors for

- Kentish Town
- Gospel Oak
- Haverstock

3. The Business Community

Local landowners and businesses, including:

- Gospel Oak Business Forum
- Kentish Town Business Association
- George IV (pub)
- Forever Autumn (Chinese restaurant)
- Autograph Sound Recording Ltd
- Aktiva Systems Ltd
- Spring Studios Ltd
- The End Garage
- The Car Surgery
- Arctic Motors
- The Mamelon Tower (pub)
- Prestige Dry Cleaning
- Queens Internet Café
- Alidina's (shop)
- Artisans Builders London Ltd



- Delichio's café
- E&D roofing and scaffolding
- 3 Faiths Forum
- Christo Print LTD
- Andy's Sandwiches
- Royal Mail Kentish Town Delivery Office

4. Senior officers in LBC

- Planning and Built Environment
- Urban Design
- Business Growth and Partnerships

5. Local media

- Camden New Journal



B. *VIP stakeholder consultation invites*

3-6 Spring Place, NW5

I am writing to you on behalf of Brockton Capital to inform you that they have recently acquired an interest in the servicing garage currently operated by Addison Lee at 3-6 Spring Place, NW5.

As you may know, Addison Lee is vacating the premises later this year. We are now exploring development proposals with award winning Camden-based architects, Piercy & Co, to deliver an office building on the site.

We believe that this could deliver considerable benefits for local communities, not least that it could support many more jobs than the service garage, providing a boost to local businesses and retailers, and could have the flexibility to accommodate anything from co-working facilities for SME creative industries and start-ups, to larger employers looking for office space in the area.

It is currently our intention to demolish the existing unattractive garage, whilst of course retaining the arches which support the railway line that cuts across the site. Our concept is to replace it with a new building which is designed to be sympathetic to its surroundings, with activate frontages along Spring Place. We are considering six storeys along Spring Place, down to two storeys on the Grafton Road side of the railway line.

The existing servicing garage is a busy operation and our proposals would significantly reduce the number of car journeys to and from the site. Given the site's close proximity to both Kentish Town and Kentish Town West stations we don't think it is appropriate to provide car parking spaces, and instead expect the majority of future users to travel predominately by foot, bike or public transport.

We have had some positive early conversations with planning officers at the London Borough of Camden. We wanted to make you aware of our emerging proposals before a planning application is submitted. We will be displaying our proposals in late July, which we will send you the details of shortly, but in the meantime we would be delighted to arrange a meeting to present our plans.

If I may, I will ask Lorena Burciu at London Communications Agency to follow up on this letter to hopefully find a convenient time to meet over the next couple of weeks. You can contact Lorena on 0207 291 1501 or at lfb@londoncommunications.co.uk.

In the meantime, if you have any questions then please do not hesitate to get in touch with me directly using the contact details below.

Yours sincerely,

Andy McIntyre
Brockton Capital



C. Other key stakeholder letters and emails

Dear neighbour,

3-6 Spring Place, NW5

I am writing to you on behalf of Brockton Capital to inform you that they have recently acquired an interest in the servicing garage currently operated by Addison Lee at 3-6 Spring Place, NW5.

As you may know, Addison Lee is vacating the premises later this year. We are now exploring development proposals with award winning Camden-based architects, Piercy & Co, to deliver an office building on the site.

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We will be displaying our proposals in late July, which we will send you the details of shortly. However, if you have any questions in the meantime, please do not hesitate to contact Lorena Burciu at London Communications Agency on 0207 291 1501 or at lfb@londoncommunications.co.uk.

Yours sincerely,

Andy McIntyre
Brockton Capital

D. A5 consultation flyer

A PUBLIC EXHIBITION 3-6 SPRING PLACE, NW5



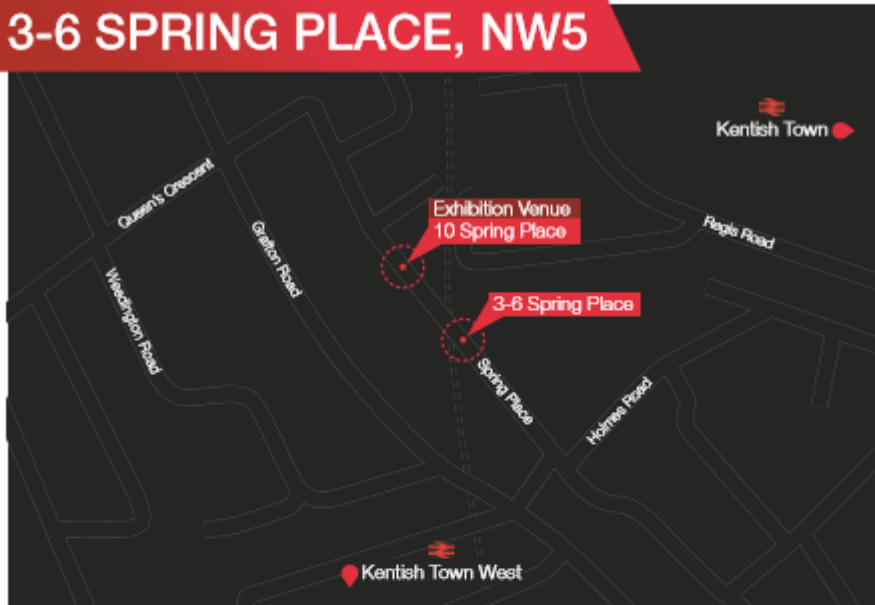
Aerial view of the site with red line boundary

Brockton Capital invites you to a public exhibition to view the proposals for the redevelopment of 3-6 Spring Place, NW5.

Designed by award winning Camden-based architects Ptercy & Company, the plans to redevelop the Addison Lee service garage currently on the site into flexible office space, could provide a number of benefits for the local area including:

- Flexible and modern employment space such as co-working facilities for SMEs and start-ups;
- The potential to support around 600 new jobs – a substantial increase on c. 30-40 jobs currently;
- The possibility of a new café/bar open to the public;
- A car free development to replace the existing mini-cab service garage; and
- High quality design with BREEAM "excellent" sustainability.

A PUBLIC EXHIBITION 3-6 SPRING PLACE, NW5



The exhibition will be held at Spring Place Studios,
10 Spring Place, NW5 3BH on:

Wednesday 27 July, 4pm – 8pm; and

Saturday 30 July, 12pm – 4pm.

Architects Percy & Company will be on hand, along with members of the development team, to answer questions, talk through the designs and listen to your feedback. If you can't make the exhibition but would like more information, please visit our website below. The exhibition materials will be available to view online from 27 July.

For more information

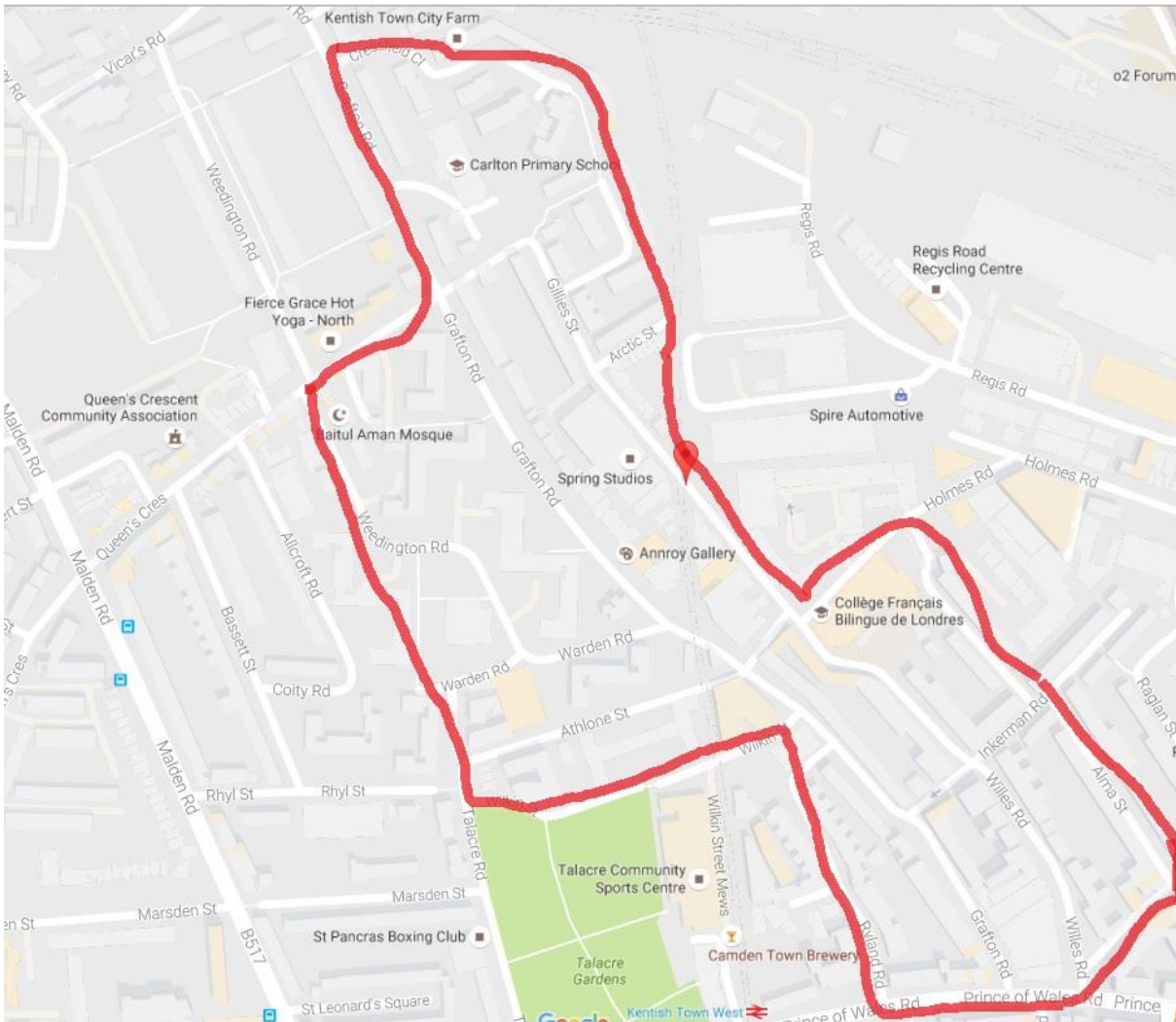
T : 020 7291 1501

E : springplace@londoncommunications.co.uk

W : www.3-6springplace.co.uk



E. Flyer distribution area map





F. Consultation website

3-6
SPRING
PLACE NW5



Aerial view of the site with red line boundary

WELCOME

TO THE 3-6 SPRING PLACE CONSULTATION WEBSITE

Here you can find information about our proposals for the redevelopment of the site and leave your feedback.

Brockton Capital has recently acquired an interest in the Addison Lee service garage at 3-6 Spring Place, NW5. Addison Lee is vacating the premises later this year and we are now exploring development proposals with award winning Camden-based architects, Piercy & Company.

We are holding a public exhibition on the plans at Spring Place Studios, 10 Spring Place, NW5 3BH on:

- Wednesday 27 July, 4pm-8pm
- Saturday 30 July, 12pm-4pm

Representatives from the project team will be on hand to talk you through the designs and answer any questions you may have.

You can also view the proposals here. [DOWNLOAD](#)

We believe our plans to redevelop the garage currently on site into flexible office space could provide a number of benefits for local communities including:

- Flexible and modern employment space such as co-working facilities for SMEs and start-ups;
- The potential to support around 600 new jobs - a substantial increase on c. 30-40 jobs currently;
- Substantial investment in the area including Community Infrastructure Levy (CIL) payments;
- A new café or bar and courtyard open to the public;
- A car free development to replace the existing mini-cab service garage, significantly improving the public realm along Spring Place; and
- High quality design with a BREEAM 'excellent' sustainability rating.

It is our intention to demolish the existing garage, whilst retaining the arches which support the railway line that cuts across the site. Our concept is to replace it with a new flexible office building which is designed to be sympathetic to its surroundings, with active frontages along Spring Place.

We have had some positive early conversations with planning officers at the London Borough of Camden and would now like your views on the proposals, before submitting a planning application to the Council in the autumn.



Click to enlarge

There are several ways to leave feedback on the proposals. You can:

[✉ springplace@londoncommunications.co.uk](mailto:springplace@londoncommunications.co.uk)

[Freepost RTUL-HXZX-ZCXY](#)
London Communications Agency
Berkshire House, 168-173 High Holborn
London, WC1V 7AA

[☎ 0207 291 1501](tel:02072911501)

We will be collating all feedback received and where possible, will take it on board for our designs before submitting a planning application to the London Borough of Camden this autumn.

Thank you.



G. Public exhibition displays, as shown on the consultation website

01 WELCOME AND MEET THE TEAM

WELCOME TO THIS PUBLIC EXHIBITION ABOUT THE PROPOSALS FOR THE REDEVELOPMENT OF 3-6 SPRING PLACE

This exhibition provides you with the opportunity to comment on the plans before they are submitted as a planning application to the Council in the autumn.

We have had some positive early conversations with planning officers at the London Borough of Camden on the proposals and would now like your views.

Members of the core project team are on hand should you have any questions and you can also view these materials on our website:

www.3-6springplace.co.uk

BROCKTON CAPITAL



CO-WORKING OFFICES IN CLERKENWELL



CAMDEN LOCK MARKET



POST OFFICE BUILDING IN NEW OXFORD STREET

Brockton Capital is developing the 3-6 Spring Place site. The company comprises a team with direct experience in property investment, operations, construction and development; with a great deal of experience working in a number of sectors including residential, office and retail. Brockton Capital has a strong track record working in and delivering for the London Borough of Camden, having previously owned and managed Camden Lock

Market and having now begun construction of the 320,000 sqft mixed-use development "The Post Building" on 21-31 New Oxford Street which will provide loft office space, retail space and places to eat at street-level, affordable housing and public roof space.

PIERCY&COMPANY



TURNMILL



KING'S CROSS R8



CAMDEN LOCK MARKET

Piercy&Company are the architects leading the design for 3-6 Spring Place. The company was founded in 2001 and has carved a reputation for carefully crafted contemporary residential, commercial and civic projects in sensitive historic environments.

The practice has worked on several high profile projects in Camden including Camden Lock Market which includes indoor and outdoor market retail facilities, cafes, restaurants, a canal-side food hall and a live entertainment venue; and King's Cross R8, a development comprising high-end residential, affordable housing, office and small business space.

PROJECT TEAM

SITE OWNER Spring Place Ltd

STRUCTURAL ENGINEER HTS STRUCTURAL ENGINEERS

TOWNSCAPE PETER STEWART CONSULTANCY

CLIENT ADVISOR / DEVELOPMENT MANAGER BROCKTON CAPITAL

PLANNING CONSULTANT dps

RIGHT TO LIGHT / DAYLIGHT & SUNLIGHT LUMINA

ARCHITECT Piercy&Company

M&E / FIRE / SUSTAINABILITY M&E

COMMUNITY CONSULTATION LONDON COMMUNICATIONS AGENCY

PROJECT MANAGER ARCADIS

Piercy&Company

3-6 SPRING PLACE

BROCKTON CAPITAL



02 SITE AND CONTEXT



AERIAL VIEW OF THE SITE

The Site

The site is located at 3-6 Spring Place, NWS, directly opposite the Veolia Council Depot.

The existing building is a two-storey brick warehouse. One of the key features is the railway arches of the 'North London Overground Line' which cut through the site north to south.

The building is currently used as a service garage for Addison Lee, the car service, which will be moving its operation to a purpose-built facility in outer London at the end of this year.



Local Context

The site sits within the Kentish Town Neighbourhood Plan (KTNP) area which was approved for adoption in June 2016, following a local referendum in which over 90% of residents in the area gave their support.

It is located close to but not within two conservation areas; the Inkerman Conservation Area and the West Kentish Town Conservation Area. The existing building is not listed, nor is it adjacent to any listed properties.

Spring Place is composed of buildings of varied age, height, use and quality with a noticeable contrast between the upper and lower floors of properties on

the street, expressed through varying materials and scale. As shown on the street scale image below, the surrounding buildings range in height from two to seven storeys.

The area is characterised by light industrial buildings and railway infrastructure. Situated to the north of the site is Regis Road, the Kentish Town Industrial Area. There are also a number of Victorian buildings associated with the historic steam-powered Colour Works including Spring House built for Windsor & Newton, now occupied by Spring Studios.

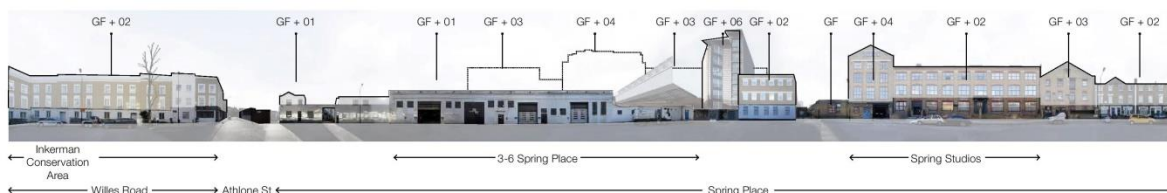
Our proposals are designed to be sensitive to these nearby conservation areas and to reflect many of the wider aspirations set out in the neighbourhood plan. These include:

- Supporting small businesses.
- Co-ordinated redevelopment of the Kentish Town Industrial Area.
- Ensuring development is high quality and sensitive to the area's existing character.

The neighbourhood plan also sets out specific policies for the neighbouring Veolia Council Depot site. These include:

- Retention of existing employment space by creating new work space for the creative sector.
- On-site cycle parking facilities in accordance with the London Plan.
- Enhanced public realm along Spring Place.

The following board sets out how our brief to the architect responds to these aspirations which were recently voted on by over 1,000 local residents.



SPRING PLACE WEST SIDE ELEVATION



SPRING PLACE EAST SIDE ELEVATION



04 OUR PROPOSALS



VIEW FROM THE OVERGROUND RAILWAY LINE



GROUND FLOOR USES DIAGRAM

Our Proposals

It is our intention to demolish the existing service garage, whilst retaining the arches which support the railway line that cuts across the site.

Our concept is to replace it with a new flexible office building which is designed to be sympathetic to its surroundings, with active frontages along Spring Place.

We are considering six storeys along Spring Place, down to four storeys on the Grafton Road side of the railway line, together with a policy compliant single-storey basement level.

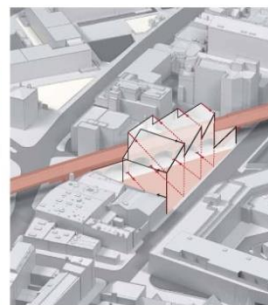
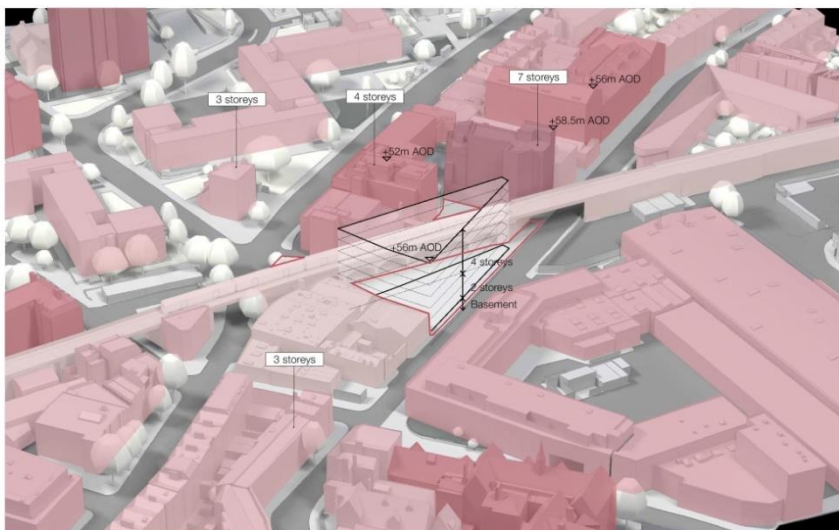
This could deliver a number of benefits for local communities, not least that it could support many more jobs than the current service garage, providing a boost to local businesses and retailers; and could have the flexibility to accommodate anything from co-working facilities for SME creative industries and start-ups, to larger employers looking for office space in the area.

Our proposals are explained in more detail across the next five boards.

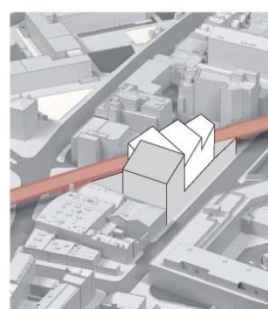
- ① Reception Area
- ② Co-Working Space
- ③ Cafe
- ④ Events Space
- ⑤ Labs
- ⑥ Amenity Space / External Courtyard



05 MASSING AND HEIGHT



Articulating the Form



Materiality Transition

Context Massing and Opportunity

Our proposals are for a building of appropriate height and density which fits the surrounding context and creates a sense of continuity at street level.

The surrounding context sets a precedent for development proposals of between three and seven storeys.

We are considering six storeys along Spring Place, down to two storeys on the Grafton Road side of the railway line, together with a policy compliant single-storey basement level.

The facade treatment and massing will ensure the viability of future developments on the adjacent properties as shown below on the 'View from Inkerman Conservation Area' image - the dotted line shows the potential future development of the neighbouring site and is not within the site boundary.

We are also considering how we can improve the existing single storey building on Grafton Road.



VIEW FROM GRAFTON ROAD



VIEW FROM SPRING PLACE



VIEW FROM INKERMAN CONSERVATION AREA

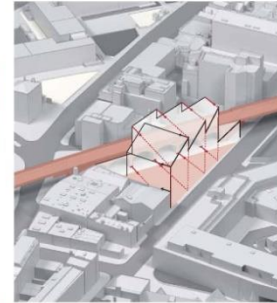
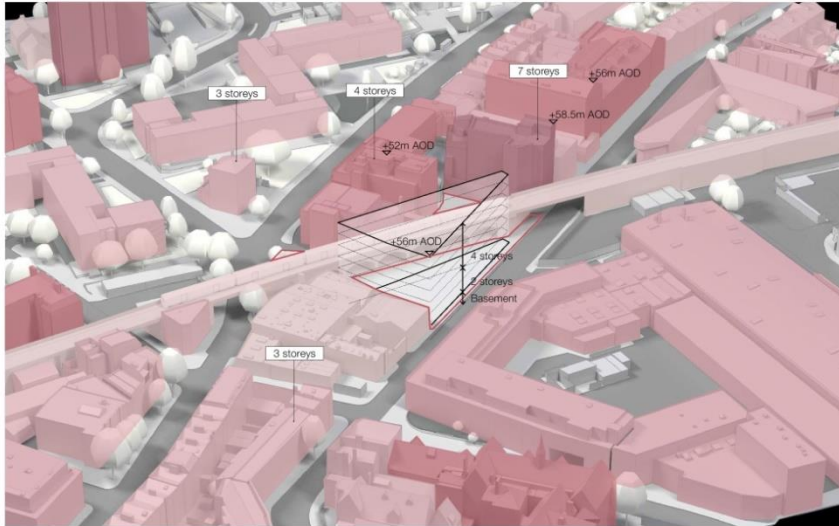


VIEW FROM WARDEN ROAD

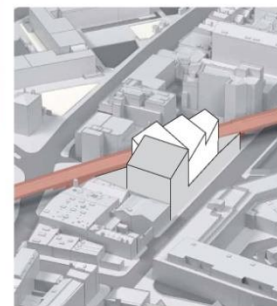




05 MASSING AND HEIGHT



Articulating the Form



Materiality Transition

Context Massing and Opportunity

Our proposals are for a building of appropriate height and density which fits the surrounding context and creates a sense of continuity at street level.

The surrounding context sets a precedent for development proposals of between three and seven storeys.

We are considering six storeys along Spring Place, down to two storeys on the Grafton Road side of the railway line, together with a policy compliant single-storey basement level.

The facade treatment and massing will ensure the viability of future developments on the adjacent properties as shown below on the 'View from Inkerman Conservation Area' image - the dotted line shows the potential future development of the neighbouring site and is not within the site boundary.

We are also considering how we can improve the existing single storey building on Grafton Road.



VIEW FROM GRAFTON ROAD



VIEW FROM SPRING PLACE



VIEW FROM INKERMAN CONSERVATION AREA

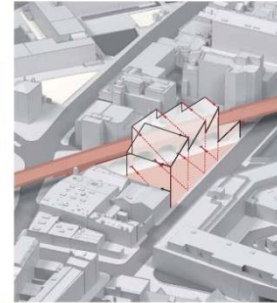
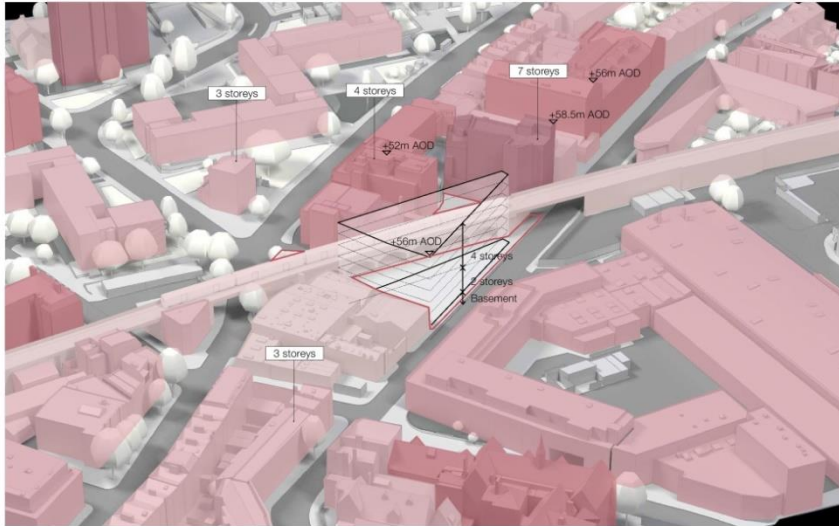


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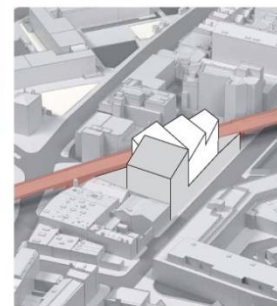




05 MASSING AND HEIGHT



Articulating the Form



Materiality Transition

Context Massing and Opportunity

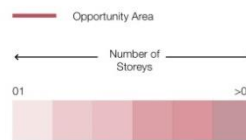
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VIEW FROM INKERMEN CONSERVATION AREA



VIEW FROM WARDEN ROAD

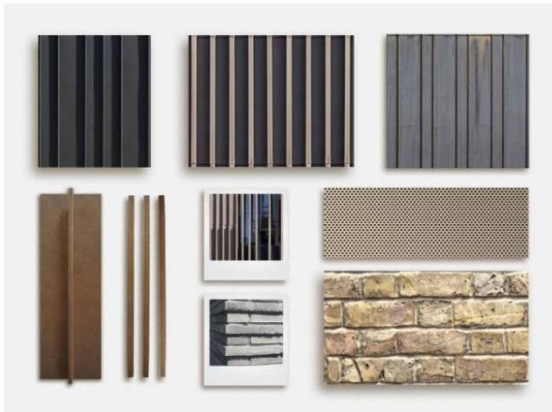




06 MATERIALS



VIEW FROM SPRING PLACE

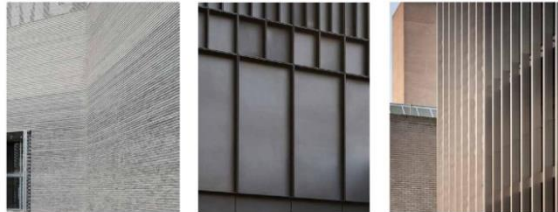


MATERIAL PALETTE

Materiality

We are proposing high quality materials, sympathetic to the surrounding environment and designed to respond to both the historical and emerging architecture of the local area.

The industrial nature of the site and its history lends itself to architecture with a sense of craft and human scale. This will help to embed the building into the context and character of the site.



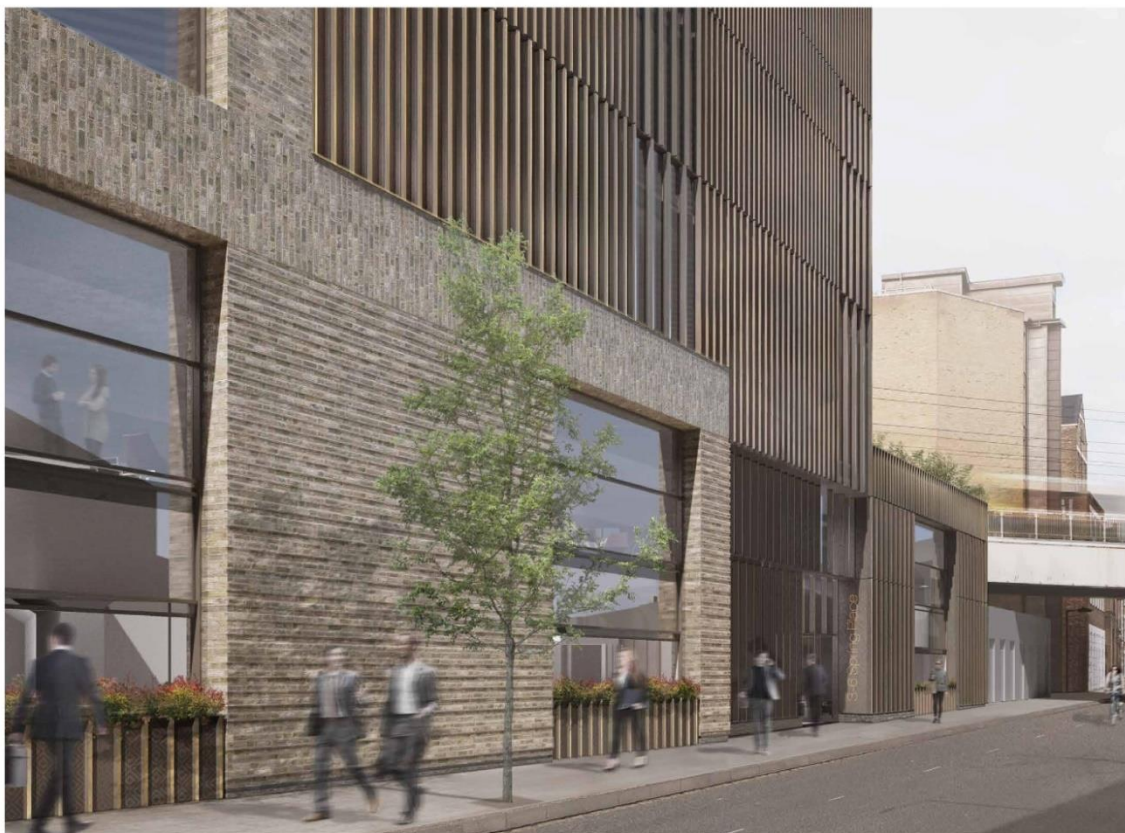
TEXTURE THROUGH MATERIALITY



MATERIALITY LOOK & FEEL



07 FLEXIBLE AND CONTEMPORARY EMPLOYMENT SPACE



ENTRANCE VIEW FROM SPRING PLACE

Workspace

Camden and Kentish Town have an established office market. The area's close proximity to the West End and its competitive rents compared to central London make it an ideal location for businesses to establish a base of operations without sacrificing access to the central zones.

Given its popularity as an office location, currently less than 5% of the total office stock in Kentish Town is available to let. The lack of office supply coupled with numerous buildings being converted to residential has seen rents increase in the immediate vicinity.

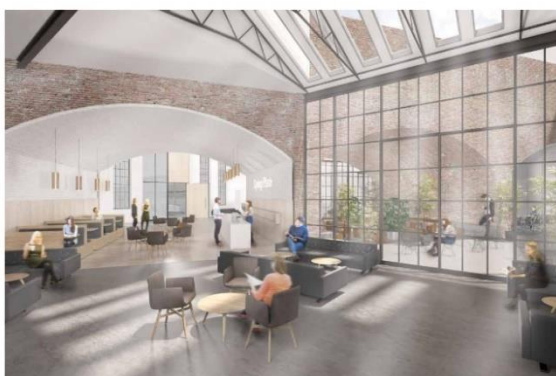
Our proposals could create flexible and modern employment space for up to 600 people, with the potential to accommodate anything from co-working facilities for SME creative industries and start-ups, to

larger employers looking for office space in the area. Furthermore, the 33,000 sqft of new office space for the borough – approximately 5,000 sqft on each floor – with the flexibility to service a range of businesses in a collaborative social working environment, will complement the existing creative businesses on Spring Place.

The space will be equipped with central activity hubs such as a ground floor reception, a public café and

flexible event space, as well as tea point areas, informal meeting spaces and breakout areas for workers.

Our proposals will include event space for hire, a café and courtyard for public use, in addition to modern facilities for workers such as on-site cycle parking, showers and informal breakout spaces.



INTERIOR CAFE & EVENT SPACE



INTERNAL COURTYARD

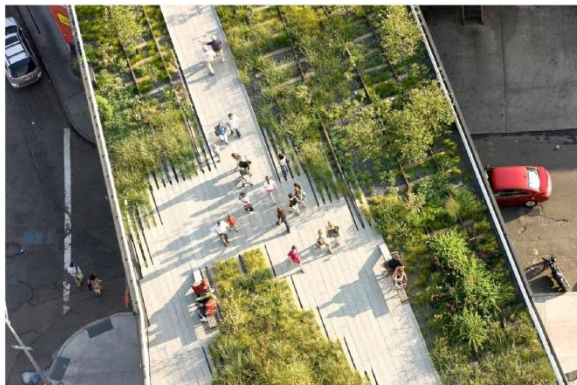
Piercy & Company

3-6 SPRING PLACE

BROCKTON
CAPITAL



08 SERVICING AND SUSTAINABILITY



Sustainability

We are keen to demonstrate environmental and social responsibility by delivering a scheme with good 'green' credentials and a high level of sustainability performance.

Our objectives are to:

- Achieve a BREEAM New Construction 2014 'Excellent' rating.
- Apply best practice construction site management procedures.
- Target exemplary performance under the Considerate Constructors Scheme.

BRE Environmental Assessment Method (BREEAM) was created as a cost-effective means of bringing sustainable value to development. It helps investors, developers, design and construction teams and occupiers to use natural resources more efficiently by ensuring sustainability best practices are in place for the development.

We are also considering the use of sustainable technology on the site.

Servicing, Traffic and Transport

We are proposing a well-serviced car free development of high quality design.

The existing service garage is a busy operation and our proposals would significantly reduce the number of car journeys to and from the site.

The site has a PTAL rating of 5 which means it has very good public transport accessibility. Given the site's close proximity to both Kentish Town and Kentish Town West stations, we don't think it is appropriate to provide car parking spaces, and instead expect the majority of future users to travel predominately by foot, bike or public transport.

We are, however, proposing over 60 cycle parking spaces which will be located in designated area in the basement.

The development will also be wheelchair accessible. Whilst no disabled parking spaces will be provided on site, Blue Badge holders will be able to park on the single yellow line outside the front of the office for up to three hours.

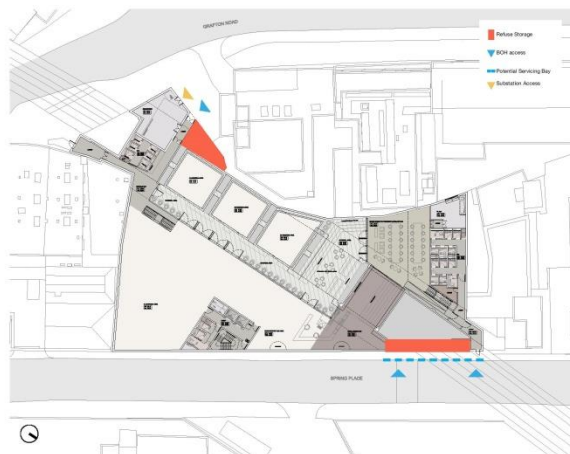
We foresee the building being serviced on-street from Spring Place, to allow us to provide space for

a café and courtyard at ground floor. The removal of the existing crossovers into the building will free up the additional kerb length needed to accommodate the vehicles without impacting on the surrounding properties or the highway network.

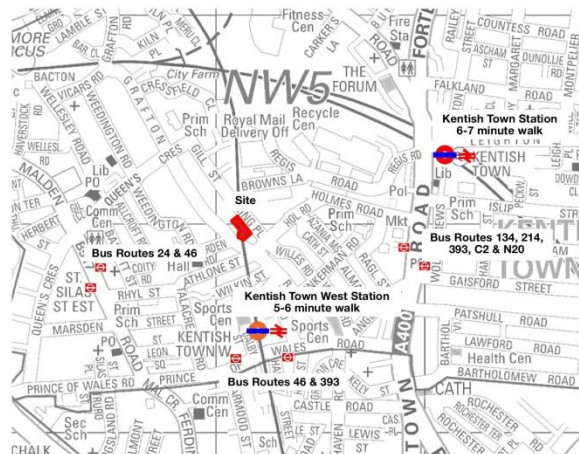
There will be no car parking provided for the proposed development. Therefore the majority of expected trips will be associated with servicing and deliveries, with circa 20 vehicles expected per day.

By comparison, surveys undertaken in July 2016 showed that the existing Addison Lee use currently generates in excess of 300 vehicular trips (over 150 vehicles) per day. Therefore, the proposed redevelopment would result in a significant reduction of vehicular movements on the surrounding roads throughout the day.

The proposed servicing arrangements are set out in the diagrams below.



SERVICE STRATEGY DIAGRAM

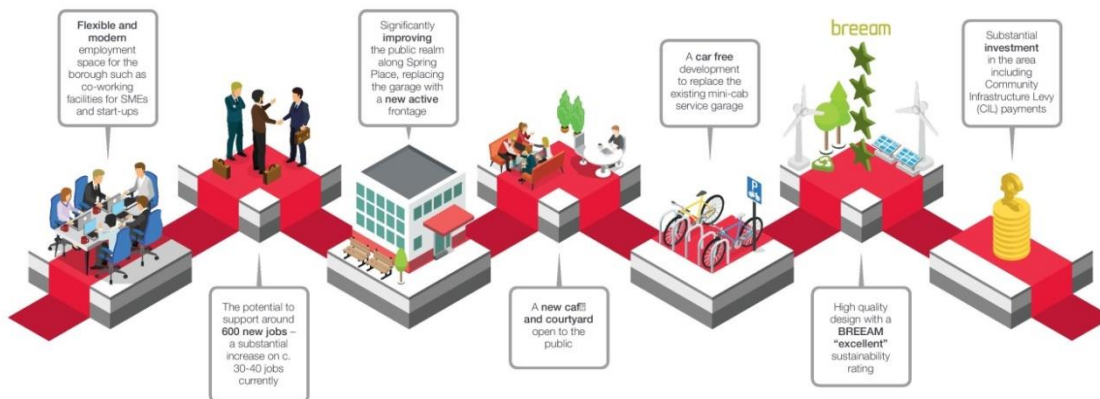


LOCAL PUBLIC TRANSPORT LINKS



09 FEEDBACK AND NEXT STEPS

BENEFITS OF THE PROPOSALS TO LOCAL COMMUNITIES



WE WOULD WELCOME YOUR VIEWS ON THE PROPOSALS

You can give your feedback in a number of ways:

- Complete a comments card here today and pop it in the box provided.
- Complete a comments card later and post it to us using our freepost address.
- Email us at springplace@londoncommunications.co.uk.
- Call our consultation line on 020 7219 1501.

Following this exhibition we will be collating all the feedback received to inform our planning application, which we hope to submit to the London Borough of Camden in early autumn.

After the application has been submitted, the Council will then commence its own statutory consultation which will inform the Development Control (Planning) Committee at which the application will be determined.

Please note, the content of these boards is also available to view on our dedicated consultation website: www.3-6springplace.co.uk

THANK YOU FOR TAKING THE TIME TO VISIT OUR PUBLIC EXHIBITION
WE HOPE YOU HAVE FOUND THIS INFORMATION HELPFUL



H. Photos of the model, as shown at the public exhibition







I. Exhibition photos





J. Comments card



**HAVE YOUR SAY
3-6 SPRING PLACE, NW5**

Thank you for taking the time to read about our proposals for 3-6 Spring Place, NW5. We would like to hear your views. Please post this comments card in the box provided or return by freepost to the address overleaf.

Alternatively you can contact us via:

T : 020 7291 1501

E : springplace@londoncommunications.co.uk

W : www.3-6springplace.co.uk

Name

Address

..... Postcode.....

Email

Please use the space below to provide us with your comments or ask any questions you may have.

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Please tick this box if you would like to receive updates about this development.



K. Media coverage

High hopes for new offices at cab company building



Above: how the new six-storey building could look in Spring Place after the £15m project is completed. Below: how the site currently looks





Published: 9 August, 2016
by DAN CARRIER

A BUILDING project that will raise the height of a cab company's maintenance garage into a six-storey office block has been welcomed by neighbours, who say the extra employment and sympathetic design is what Kentish Town needs.

The scheme, in Spring Place, west Kentish Town, will see repair shops used by Addison Lee demolished and replaced with a modern building that will provide space for up to 600 workers. Currently, the site employs around 40 people.

The designs show the new building will be six storeys high, up from two, but have a floor less than a block of flats next door. The land has been earmarked by the Kentish Town Neighbourhood Forum's development plan to accommodate more work space.

Designs show flexible working areas that will allow small firms to use it as a base to start up and then expand as their needs grow. The ground floor will include a café.

The architects behind the scheme, Piercy and Co, based in Camden Town, say that currently the stretch of Spring Place that houses the site is "dead space" with a frontage that is hardly used. Members of the Inkerman Road Residents Association and the Kentish Town Neighbourhood Forum have expressed support for the project.

The plans would see a reduction in traffic estimated to be the equivalent of at least 300 car journeys in the Kentish Town back streets each day, as the Addison Lee garage has that number of cars coming in and out. The new offices would be strictly car-free.

John Nicholson, from the Inkerman Road Residents Association, said they had met with developers and were supportive of the scheme.

He added: "This will provide important employment space. We have lost so much in recent years and so were pleasantly surprised to find they were thinking about flexible business space, not housing, for the site.

"We feel they have thought carefully about the design, with a new sustainable building and we are impressed by the way they are planning to incorporate railway arches into the design."

Architect Henry Herzberg, of the Neighbourhood Forum, said: "As a Forum we are meeting in early August to discuss it, but I would say I very much welcome the concept.

"It will bring much-needed work space. It will bring opportunities for young people and start-ups. We know there is a demand as we have seen similar spaces used in Kentish Town this way – for example, in Highgate Road."

He added that the size and design fitted in with the Forum's long-term neighbourhood plan, which would see a depot opposite the site redeveloped.

It is close to Regis Road and the Murphy's builders' yard site – both identified by the Forum as land for redevelopment.

Mr Herzberg added: "It is in scale with surrounding buildings, and will respond in scale to developments in the coming 15 years nearby that will need to be of a similar size to be able to provide affordable housing."



The building will be a mixture of metal-clad front, borrowing its language from the more industrial feel of buildings in the northern end of Spring Place, and then include a brick building closer to Inkerman Road, to match houses.

Andy McIntyre of developers Brockton Capital, said they believed such employment space was needed in the area.

He added: “The site does not best lend itself to residential because of the railway line next to it and the fact its current use is for businesses.”

Piercy and Co architect Stuart Piercy said: “We were interested in the industrial heritage of this part of Kentish Town.

“We wanted to create somewhere which had the feel of a cultural building rather than an office building.

“On ground level the arches are uncovered and inhabited by offices, a public café and a courtyard garden. Generous openings at ground level ensure these lively spaces animate the street.”

The £15million project could be finished in two-and-a-half years if the plans are passed by the Town Hall.

Property News

Neighbours back plan to create six-storey office block above taxi firm's maintenance garage High hopes for cab company building

by DAN CANNON

A **£25m (2014)** project that will raise the height of a cab company's maintenance garage into a six-storey office block has been welcomed by neighbours, who say the area's employment and atmosphere. Design is what Kenish Town wants.

The scheme, in Spring Place, near Kenish Town, will see eight storeys added by building on a disused and replaced with a modern building that will provide space for up to 100 workers. Currently, the site employs around 40 people.

The design shows the new building will be six storeys high, up from two, but have a floor less than a third of that level above. The land has been purchased by the Kenish Town Neighbourhood Forum's development plan to accommodate more work space.

Designs show flexible working areas that will allow small firms to use it as a base to start up and then expand as their needs grow. The ground floor will include a cafe.

The architect behind the scheme, Percy and Co, based in Camden Town, say that currently the stretch of Spring Place that houses the site is "dead space" with a storage yard in front.

Members of the Kenish Town Neighbourhood Association and the Kenish Town Neighbourhood Forum have expressed support for the project.

The plan would see a reduction in traffic associated to be the



Left: how the new six-storey building would look in Spring Place after the £25m project is completed. Right: how the site currently looks

separation of at least 300 car parking in the Kenish Town back street walk way, to the Jubilee Line garage but the number of cars coming in and out. The new office would be strictly car-free.

John Nicholson, from the Kenish Road Business Association, said they had met with developers and were supportive of the scheme. He added: "This will provide important employment space. We have lost so much in recent years and so were pleasantly surprised to find they were thinking about flexible business space, not housing, for the site."

"My first few years thought carefully about the design, with a very compact building and we are impressed by the way they are planning to incorporate a cafe."

Richard Perry, chairman of the Neighbourhood Forum, said: "As a Forum we are meeting in early August to discuss it, but I would say I very much welcome

the concept. It will bring much-needed work space. It will bring opportunities for young people and start-ups. We know there is a demand as we have seen several spaces used in Kenish Town this way - for example, in Highgate Road."

It is noted that the site and design fits in with the Forum's long-term neighbourhood plan, which would see a depot opposite the site redeveloped.

It is close to Fagin Road and the nearby's 'bicycle' yard site - both identified by the Forum as land for redevelopment.

Mr Hocking added: "It is to make work surrounding buildings, and will respond in ways to developments in the coming 15 years. It will be a viable site to be able to provide affordable housing."

The building will be a mixture of social and private, borrowing its language from the more industrial feel of buildings in the northern end of Spring Place, and then include a brick building closer to Kenish Road, to match houses.

Audrey Mulvey of Grosvenor Dockham Capital, said they believed such employment space was needed in the area.

He added: "The site does not have land built to residential because of the railway line next to it and the fact its current use is for businesses."

Percy and Co architect

Robert Perry said: "We were interested in the industrial heritage of this part of Kenish Town."

"We wanted to create something which had the feel of a historic building rather than an office building."

"On ground level the scheme is intended and intended to offer a public cafe and a courtyard garden. Generous openings at ground level ensure these lively spaces attract the street."

The £25million project would be finished in two and a half years if the plans are passed by the town hall.

END